

Made to order

PM hopes to clear the air via catalog

With its advertising options increasingly clouded by negative public opinion and regulatory uncertainty, Philip Morris is using a catalog to order up some positive images.

"Quality Choices," which is tied to its Benson & Hedges brand, features products such as espresso makers, VCRs and champagne flutes that portray the cigarette company as a purveyor of upscale goods.

"The philosophy is to extend

the brand's image," says Ellen Merlo, Philip Morris VP-marketing services. "We have high-quality goods offered to our customers at deep discounts, products that enhance our target audience's lifestyle."

Strengthening ties to existing customers has become essential, and direct marketing programs are being considered as a way to meet that need.

"The cigarette companies are having to create a relationship with a dwindling market," says

Katie Muldoon, president of Muldoon Direct, an agency specializing in catalogs. "They have to identify their audience."

Colgate-Palmolive Co. uses a catalog to build image and brand loyalty among customers. Launched last fall, its "Hand in Hand" catalog targets mothers with educational games and toys and parents' aids, mail-order categories showing growth potential.

The company's presence is

extremely understated. Colgate products appear as props in only two photos; Colgate toothpaste is not even featured with a toothbrush set.

"We see this as a way to build a relationship with mothers by promoting products that become integral in the relationship between mothers and their kids," says Renee Kristol, Colgate's catalog director.

Still officially in test, the catalog has given Colgate "a taste for the value of targeting a specific audience and learning to communicate with them about their needs and wants. That's what direct marketing is all about," she says.

—Kristine Stiven

retaining electronics, small appliances, home furnishings and housewares but concentrating on jewelry and gifts. "We don't carry toys, soft goods or sporting equipment," he says.

Jewelry now accounts for about 40% of Luria & Sons' revenues—twice the industry average. As a result sales increased 19% in 1987 to more than \$205 million.

Best Products is also reevaluating its merchandising strategies, changing them to look more like "any contemporary discount merchandiser," says Mr. Murphy. Small appliances like irons and microwave ovens are now stacked on self-serve shelves rather than behind counters.

Segment leader Service Merchandise, with 1987 sales of \$2.8 billion, is holding out against making wholesale format changes, says Raymond Zimmerman, chairman and president. "We're changing nothing. We're just running the business better than we have in the past."

Part of this new efficiency involved halving the number of catalogs mailed, however.

Although the 6 million catalogs sent this year still represent a significant mailing, the move further indicates the decreasing importance of the first word in catalog showrooms' label.

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Advertising Age

Crain's International Newspaper of Marketing.



Jim Heekin has come a long way from his heyday in New York—but small-town life suits him just fine.

Kicking back

Heekin finds happiness in small-town shop after years at the top in NYC

By ALAN RADDING

Williamstown, Mass., is only 170 miles from New York City, but for James R. Heekin Jr., it's as different as a Chevy pickup from a Mercedes limousine.

In his heyday at Doyle Dane Bernbach, Mr. Heekin traveled to work in a chauffeured limo. Now he drives a pickup through the quiet streets of the small college town.

Mr. Heekin, 60, opened James Heekin Associates five years ago in Williamstown after a career that included more than a decade at Ogilvy & Mather, five months as president of DDB and six years as a principal of what became Canter, Achenbaum, Associates.

After a long, colorful and controversial stay on Madison Avenue, Mr. Heekin decided to become a small-town adman.

"This is the last place you'd decide to start an ad agency," he says. But he was determined to succeed. "If nothing else, I didn't want to look like a loser back in New York."

And in his own way, he's succeeded.

Heekin Associates, which has \$5 million in billings, recently won the \$500,000 account of Mount Mansfield, a Vermont ski resort, beating out a dozen other New England agencies. The win brought the small shop its first regional attention.

Most of Heekin's other clients are more typical of a small-town agency, including a local bank, a hospital and a hotel.

"The client/agency relationship is less competitive here," Mr. Heekin says. "There isn't another ad agency on every corner, so the threat of losing business is not as worrisome as in New York."

A fervent disciple of David Ogilvy, Mr. Heekin works straight from Mr. Ogilvy's books, right down to a print orientation, long (Continued on Page 42)

IBM mulling brand setup

Move could affect ad agencies

By GARY LEVIN
and ALAN RADDING

IBM Corp. is moving toward reshaping its marketing and advertising along brand-management lines, which would affect ad agency alignments with the giant computer marketer.

Faced with increasing competitive pressures on all sides, IBM is considering a decentralized marketing system, sources said. If a company task force decides to go ahead, Big Blue will join the ranks of other major companies that have pushed advertising and promotion responsibilities down into their business units.

Currently, all product advertising is coordinated by IBM's U.S. Marketing & Services Group, which includes about 175 staffers. Decentralization of planning

and decision-making along product lines already is a key element of the major corporate restructuring that's been under way since January.

That reorganization, conducted with the help of McKinsey & Co., a consultancy, could help IBM reduce its top-heavy corporate management ranks and enable it to be more responsive to changes in the marketplace.

An IBM spokeswoman tersely said the company "is not dispersing advertising support throughout the lines of business," disputing reports from several sources. She wouldn't comment on whether a physically centralized marketing team could be split by product lines.

An IBM marketing executive confirmed that a restructuring of marketing and advertising along brand-

management lines is under consideration. "But it is just one of, probably, two dozen options," the executive said, adding that no timetable has been set for a decision.

Another source, however, said any action would likely be taken before IBM's traditional fall sales meeting in late August.

"These are hard times for IBM," said an agency executive with close ties to the computer marketer. "I would not be surprised to see them do some innovating. They're one of the last remaining monoliths."

"I think to try to find a structure where they can be market-focused instead of product-focused is a smart thing."

A former IBM executive said he believes the move could make essential staff reductions easier by (Continued on Page 43)

Chilko widow files \$20M suit against DDB

By LAURIE FREEMAN

The widow of Robert V. Goldstein, one of five advertising executives who died last year in a rafting accident, has sued DDB Needham Worldwide and its parent, Omnicom Group, for \$20 million.

Nancy B. Goldstein, whose husband was VP-advertising at Procter & Gamble Co., and Ronald J. Goodman, co-executor of Mr. Goldstein's \$1.5 million estate, filed the wrongful death and damages suit in U.S. District Court in Cincinnati.

The suit alleges that Al Wolfe, then the Chicago-based president of DDB Needham's U.S. division, arranged the Chilko River whitewater rafting trip without warning Mr. Goldstein and the other participants that it could be "exceedingly dangerous."

Attorney Stanley Chesley, who represents Mrs. Goldstein and Mr. Goodman, said he contacted lawyers for three other women widowed by the August 1987 trip (AA, Aug. 10, et seq.) and said two are likely to file suit within the next month.

"This clearly was a DDB Needham-sponsored trip," Mr. Chesley said. "All of the plans were booked and arranged on their stationery."

He declined to identify other Chilko River widows considering legal action against DDB Needham and Omnicom.

Mr. Chesley is widely known for representing surviving families of several disasters, including the MGM Grand hotel fire in Las Vegas, Nev., and the (Continued on Page 42)

Last Minute News

Brown-Forman takes on scotches

LOUISVILLE, Ky.—Brown-Forman later this month breaks a test campaign in California, Colorado and Florida that repositions Bushmills Premium Irish whiskey against premium scotch. Print and outdoor, the first from Chiat/Day, San Francisco, play on Dewar's and J&B ads with headlines like "Give J&B some R&R" and "Occasionally, Dewar's does ours." Bushmills, which only sold about 100,000 cases last year, hasn't advertised for about four years. If the campaign rolls out of test, Bushmills could become one of the top-advertised whiskeys in the U.S.

P&G rolls extra-strength Pepto

CINCINNATI—Procter & Gamble is introducing nationally Maximum Strength Pepto-Bismol after a yearlong test in Atlanta. Leo Burnett USA, Chicago, handles the print and TV campaign.

Honeywell breaks image effort

MINNEAPOLIS—Honeywell today breaks its first corporate image ad campaign from Campbell-Mithun-Esty, which succeeded BBDO Worldwide (Continued on Page 8)

Inside:

AA taste test stuck in middle—P. 3

How to get a job at Riney—P. 25

Media Lab conjures up future—P. 26

AGB may resurface; Percy stops service

By VERNE GAY

Another highly touted TV ratings service, R.D. Percy & Co., bit the dust last week, just as word surfaced that AGB's people meters could rise from the ashes.

In an about-face, AGB's U.K. investor, MAI, said its Mediarmk Research Inc. unit would revive the service on a three-month trial basis if it can raise \$5 million from agency and TV clients.

It was earlier announced that the financially strapped people-meter service would be suspended (AA, Aug. 1).

AGB won't be back in the daily ratings business, however. The plan, to be unveiled this week by MRI Chairman Timothy Joyce, calls for a "single-source" monthly report that would combine AGB's TV ratings with MRI's product research information.

Until it suspended operations, AGB had been sending clients overnight network, cable and syndication TV ratings. The British company had invested \$67 million in the service, but failed to make a profit.

"We're cautiously optimistic, very cautiously optimistic" that the plan will be accepted by clients, Mr. Joyce said. "[But] we're not prepared to risk any money" in continuation of the service.

"We've had many, many conversations—with all three networks, the cable networks and ad agencies—and it's clear there is very considerable sentiment that it was a good service," he said. "[They told us] that if it was positioned differently, there might

be something there."

The trial service would be up and running by September. It would charge agencies a percentage of their billings, while the major networks would be charged \$3.5 million each, the same rate they were charged for the defunct service.

CBS was the only major network client of AGB's original people-meter service.

AGB TV viewing data, which would continue to be collected on a daily basis, would be "married" with MRI's product usage data. A show's average monthly rating would then be compared with the show's specific product usage profile. For example, the book would have an average rating for NBC's "ALF," along with viewers' buying habits.

MRI collects data on a wide variety of products, including car purchases, via 20,000 questionnaires and "diaries." About 70% of MRI's revenues come from magazines.

The news of the possible AGB restart came just as Percy, a 2-year-old ratings service, announced that it had suspended operations.

The Seattle company's shutdown wasn't a complete surprise; Percy has had severe cash flow problems for several weeks.

The shutdown followed a board meeting at which investors said they would no longer support the service. Clients were notified Aug. 4, sources said.

In a statement released Aug. 5, CEO Roger Percy said the company had suspended operations while it

(Continued on Page 43)



Announcing the proposed resolution to the writers strike are (foreground, from l.): Brian Walton, executive director, Writers Guild of America West; Floyd Wood, federal mediator; and J. Nicholas Counter III, president of the Alliance of Motion Picture & Television Producers.

Strike fallout

Advertisers may rethink buys for new TV season

By VERNE GAY
and WAYNE WALLEY

The Big 3 TV networks will start scrambling to produce original fall programs this week, but it may be too late to avert some big problems for advertisers.

Following the resolution of the Writers Guild of America strike, advertisers may begin renegotiating some network buys for October and November—or even pull some money back.

During the recent upfront sales period, TV time was purchased on the originally announced schedules, not the ersatz strike schedules. And even though the strike is over, it's unlikely those original schedules will be completely intact before the start of next year.

"Clients may start pulling back their budgets because they're not getting what they want and there are no alternatives this late in the year," said Rose O'Connell, senior VP-director of network research at J. Walter Thompson USA, Chicago.

"I have to buy time in the fourth quarter," said Chuck Bachrach, VP-director of network programming,

Western International Media, Los Angeles. "Advertisers can't change their plans. You have to be there and have to get weight during the flight. I have guarantees from the networks, and if I can't find the make-good I want, I can take the credit or take the money and spend it elsewhere."

Many advertisers are believed to have heaved up during the fourth quarter because of expected ratings declines. To meet their brands' ratings goals, they had to overbuy in the upfront market.

"You don't have flexibility" for some clients, said Mel Conner, senior VP-director of network operations, Saatchi & Saatchi DFS Compton, New York. "Clients have plans that have to be executed in specific weeks. That's why the upfront market was \$3.2 billion. A number of advertisers would not have bought upfront if it was a regular season. It's the fright factor."

Bart McHugh, senior VP-director of national radio/TV programming at DDB Needham Worldwide, said that if a client specifically requested a show in an upfront plan that will

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A mystery revolving around a statement by a former employee of bankrupt Freedman & Rossi-BBDO, claiming two other agencies overcharged clients, is shaking up the S. African ad world.



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Dealers happy with Chrysler

Jeep/Eagle groups plan network blitz

By RAYMOND SERAFIN

HIGHLAND PARK, MICH.—Chrysler Corp. and its new Jeep/Eagle dealer network are putting together the first-ever network TV buys sponsored by dealers.

The estimated \$20 million media blitz, created by Campbell-Mithun-Esty, Southfield, will break Sept. 6 as part of a big fall drive to help build the Jeep/Eagle division's passenger car sales.

The campaign is aimed at duplicating the showroom traffic generated by the original \$25 million effort that last December and January launched the newly merged Jeep/Eagle division, the new Eagle brand name and the first Eagle car, the Premier.

The unique dealer media buy shows how far C-M-E has come in solidifying its once-precarious hold on the division, which was created when Chrysler bought American

Motors Corp., maker of Jeep, a year ago this month.

C-M-E not only held onto the account through the merger (and its own internal changes and merger), but has also begun building an international organization to service Jeep business and has taken on the business of all 28 U.S. Jeep/Eagle dealer ad groups formed by Chrysler.

That consolidation of all dealer associations with a single agency opened up the possibility of dealer groups pooling funds to buy network TV, said Robert Williams, dealer marketing manager for Jeep/Eagle.

Mr. Williams said the division couldn't take full advantage of the first campaign, because many dealers lacked both signage and the right mix of inventory.

Mr. Williams pegged the cost-saving of buying network instead of

(Continued on Page 43)



OREO vs. Hydrox



Geoff Klapsch takes the test on 42nd Street.

Ad Age right in the middle of this taste test

By LENORE SKENAZY

After watching Diet Coke and Diet Pepsi slug it out for taste-test supremacy, ADVERTISING AGE decided the time had come to conduct a taste test to end all taste tests.

Pitting the white part of Oreos against the white part of contender Hydrox creme-filled chocolate sandwich cookies, we would determine which sugar-cream center consumers prefer.

To do this, we erected a booth on New York's bustling 42nd Street. All right—we used a card table. But we draped it with a (plastic) tablecloth.

To attract participants, we asked each passer-by to take the Oreo-Hydrox Cookie-Middle Taste Test Challenge, and few could refuse. All right—most refused. But we still got 45 takers, including two TV producers, three homeless men and a couple of kids.

In taking the test, these participants turned their backs while the

(Continued on Page 41)

World News Roundup

LONDON—Gordon's Gin, part of Guinness-owned United Distillers Group, is seeking an agency to handle its \$17 million account for continental Europe, now with Lowe Howard-Spink. Grey Ltd., D'Arcy Masius Benton & Bowles and three shops on the Continent are pitching.

SYDNEY—Dulux Australia split its new \$7.5 million paint account between Ogilvy & Mather, Melbourne, and Leo Burnett Ltd.

LONDON—Helene Curtis' Finesse shampoo and conditioner was launched here with a \$7 million campaign by WCRS Mathews Marcantonio.

NYON, SWITZERLAND—International 800 Telecom, which provides toll-free telephone service to companies in 60 countries, received

(Continued on Page 30)

Godfather's chain splits with Fallon

By SCOTT HUME

After less than eight months together, Godfather's Pizza and Fallon McElligott are parting company.

Indications are the chain is following the hard-pressed restaurant industry's latest trend—a shift to "retail" advertising, emphasizing price and product over image.

"This was a friendly, mutual decision," said a spokesman for Godfather's. "We both agreed that what the company needs right now is a smaller, more retail-oriented agency."

He also said Fallon McElligott

wants to "keep its options open in the restaurant category," a position confirmed by agency President Patrick Fallon.

The Minneapolis agency had succeeded J. Walter Thompson USA, Chicago, on the \$6 million-to-\$8 million account.

The move comes as top management of the No. 5 pizza chain, led by President Herman Cain, negotiates final details of a leveraged buyout of Omaha, Neb.-based Godfather's from Pillsbury Co.

"Godfather's has a tough chal-

(Continued on Page 46)

Dems target regional ads

By STEVEN W. COLFORD

WASHINGTON—The Democrats responded to the GOP's national TV campaign late last week, and the placement of their spot indicates regional marketing will be key to media advertising strategies for the 1988 presidential race.

The 30-second spot, which broke Aug. 5, is running only in Texas, and that underscores not only the importance of Texas but the role of targeted marketing in the drives for the White House.

The Republicans' two-week TV blitz, which began July 26, aired on the Big 3 TV networks and five cable channels (AA, Aug. 1).

The Democrats' spot, produced by Ken Swope, a prominent member of presidential nominee Michael Du-



kakis' ad team, tries to counter the basic themes of the three GOP commercials—that the Republicans are responsible for seven years of growth and prosperity, and wouldn't it be silly to risk a return to economic recession, gas lines and inflation by voting Democratic?

In the Democrats' spot, a group of children play in front of an American flag backdrop as a somber voice notes the doubling of the national debt during the Republican administration. "We need to invest in our children, not borrow from them," the voice-over says.

A spokeswoman at the Democratic National Committee said politics and "niche marketing" determined the placement of the party's first spot of the '88 race.

"It's a matter of deciding where our resources should be spent and when," said Julie Anbender, deputy press secretary of the DNC. "Texas is an important market and what better place to launch our response to Republican demagoguery?"

"I think our media this year will be very targeted and aimed at spots where we think it will match the area viewership with our own political strategy."

The committee claims to have about \$8 million in contributions so far to organize and help finance generic "Vote Democratic" adver-

(Continued on Page 42)

Magazine winners & losers

Magazines	1st-half '88 ad pages	% gain vs. '87	Magazines	1st-half '88 ad pages	% loss vs. '87
Vanity Fair	493	56.4%	Modern Maturity	109	-25.0%
Cable Guide	188	41.5	Venture	316	-17.5
American Way	839	33.0	McCall's	458	-17.0
Metropolitan Home	526	31.7	Star	224	-14.0
Hot Rod	584	26.5	Harper's Bazaar	637	-13.0

Source: Publishers Information Bureau.

Affluent titles soar

By PATRICK REILLY

NEW YORK—Upscale magazines are leading a surprisingly strong performance by consumer books, despite continued concern about softening in national ad spending.

During the first half of 1988, consumer books avoided any dire aftereffects of last year's stock market plunge. According to rankings from Publishers Information Bureau, the top performers of the first half include Conde Nast Publications' *Vanity Fair* and Meredith Corp.'s *Metropolitan Home*, magazines in a

class whose ad volume was supposed to have been hurt.

"All indications are that luxury and high-end items are selling stronger than ever," said Doug

National discount rates aren't helping newspapers—P. 44

Johnston, publisher of *Vanity Fair*.

"The predictions scared us going into the year, but problems didn't materialize," said George Green, a group publisher at Hearst Corp., who oversees such upscale books as

Town & Country and *Connoisseur*. "There was a slowdown in some areas, but advertisers concentrated on magazines that identified with the people with money."

Vanity Fair, among the leaders in percentage growth in ad pages, continued a climb that began about three years ago. In the first half of 1988, it had 493 ad pages, a 56.4% increase over the same period in 1987.

Among the top 100 ad revenue-producing magazines, other strong performers were *Cable Guide*, to 188

(Continued on Page 44)

HOT STUFF



Frito-Lay will introduce Ruffles Light potato chips into test in Colorado and Wyoming with a TV spot positioning the less-oil product as "The most inviting potato chip ever." DDB Needham Worldwide, Chicago, handles. (See story, Page 42.)



Kraft is marking the 10th year of Miracle Whip's "A sandwich just wouldn't be a sandwich" campaign. In one new spot, campers are scared by the tale of a man who made a sandwich without Miracle Whip. Foote, Cone & Belding, Chicago, handles.

MAXWELL'S MARKET SHARES

Pet-food sales sag at food stores

By JOHN C. MAXWELL JR.

Dog days have hit food-store sales in the pet-food industry.

Sales grew just 1% in 1987. A contributing factor is the growing proportion of pet foods sold through other outlets, such as veterinarians and breeders, and the trend in these areas appears to be up.

Slow growth also is related to the decreasing rate of increase in the cat population and the slight decline in the dog population.

Cat food continues to lead dollar tonnage gains, up 1.9% vs. a 0.5% gain for dog food.

Cats continue to be the convenience pet of choice. Households owning cats and the total number of cats increased in 1987, outnumbering the dog population for the third consecutive year.

This, of course, has had positive ramifications for companies with predominantly cat-food entries, such as Ralston Purina Co., Carnation Co. and H.J. Heinz Co., while those that are most involved in dog foods, such as Quaker Oats Co. and Alpo Pet Foods, lost market share.

For example, Carnation (which is owned by Nestle) passed Quaker for the No. 2 position in 1987 pet-food market share.

Part of Heinz's growth was due to the acquisitions of CHB Foods (Vets and Skippy brands) and Champion Valley Farms (Recipe brand). Quaker, despite its acquisition of Gaines Foods, lost share as it took longer than expected to relaunch the Cycle and Gravy Train brands.

Several companies disappeared in 1986 and 1987, and others are likely to fold in the coming years. The top seven companies now account for about 78% of the total volume.

Dog treats were up 10% in dollars compared with a 4% increase in cat treats.

In terms of unit trends, canned dog-food sales in food stores fell 4%, with maintenance products down even more at 9%.

The premium canned-food area was relatively flat. Carnation's Grand Gourmet and Quaker's King Kuts, both introduced in 1987, completed national expansion by yearend.

In one twist reminiscent of the marketing of human foods, Alpo is launching Alpo Lite canned dog food with 25% fewer calories than its regular brand, citing studies showing that 40% of dogs are overweight.

Dry dog food was down about 2%, with premium being up 1% and maintenance products down 2.5%. At least 25% of dry dog food by volume is sold through channels other than grocery stores, while roughly 10% of canned dog food is sold outside grocery stores.

New dry products included Kibbles & Chunks by Purina, Purina O.N.E. and Carnation's Hearty Chunks.

By units, dog treats were up about 1.5%, with biscuits remaining flat.

Moist dog food was down 8% in unit volume; the only product showing a gain was Moist & Meaty from Purina.

Soft-dry dog food was off 20%. The introduction of Tender Chops by Quaker provided some buoyancy to this sagging segment in 1987.

In canned cat foods, the gourmet section—which makes up about 85% of the total—was up 8%; total canned was up 5%. Kal Kan cat food demonstrated superior unit growth in 1987, though Fancy Feast by Carnation showed a higher percentage growth.

Dry cat food was up 3%, with cat treats up 2%. The moist cat-food segment was down 7%.

Mr. Maxwell is with Wheat First Securities, Richmond, Va.

Dog food sales

Brand	Manufacturer	1986	1987
Dry dog food			
(\$ in millions)			
Dog Chow	Ralston Purina	\$250.0	\$233.0
Puppy Chow	Ralston Purina	140.0	135.0
Alpo Beef Flavored Dinner	Alpo (GrandMet USA)	102.0	108.0
Gravy Train	Gaines (Quaker Oats)	132.0	90.0
Come 'N Get It	Carnation	90.1	84.0
Kibbles & Chunks	Ralston Purina	55.0	83.0
Dog Meal (Hi-Pro)	Ralston Purina	87.5	80.0
MealTime	Kal Kan (Mars)	66.0	64.4
Chuck Wagon	Ralston Purina	57.3	58.3
MainStay	Ralston Purina	45.5	48.5
O.N.E.	Ralston Purina	—	45.0
Lucky Dog	Ralston Purina	33.0	40.5
Purina Blends	Ralston Purina	34.5	33.5
Dry Cycle	Gaines (Quaker Oats)	35.6	30.4
Hearty Chunks	Quaker Oats	—	30.0
Gravy	Ralston Purina	—	30.0
Fit & Trim	Ralston Purina	28.5	30.0
Puppy Chow Chewy morsels	Ralston Purina	34.0	20.0
Hunters Choice	Jim Dandy (GrandMet USA)	12.4	12.9
Jim Dandy Chunk & Ration	Jim Dandy (GrandMet USA)	11.5	11.5
Alpo Puppy	Alpo (GrandMet USA)	10.0	10.0
Gravy Train Puppy	Gaines (Quaker Oats)	5.0	9.0
Thrive	Ralston Purina	10.0	8.0
Ken-L Ration Biskit & Meal	Quaker Oats	8.0	7.0
Bow Wow	Piasa	6.0	6.0
Kasco	Piasa	5.0	5.5
Praise	Ralston Purina	16.0	5.0
Friskies Dinner & Cubes	Carnation	10.0	5.0
Field & Farm	Ralston Purina	3.8	3.5
Field Master	Ralston Purina	3.0	3.3
Alamo Brand	Alpo (GrandMet USA)	1.5	2.0
Savor	Ralston Purina	1.0	2.0
Cadillac	Cadillac	1.5	1.6
Blue Mountain	Associated Products	1.5	1.3
Vets Nuggets	Heinz	1.5	1.3
Strongheart	Beatrice	1.4	1.2
Gaines Meal	Gaines (Quaker Oats)	1.0	0.8
Others		497.1	459.5
Total		\$1,799.2	\$1,800.0

Moist dog food

Gaines Burgers	Gaines (Quaker Oats)	\$60.0	\$47.0
Top Choice	Gaines (Quaker Oats)	35.0	30.5
Ken-L Ration Special Cuts	Quaker Oats	24.1	20.0
Moist & Meaty	Ralston Purina	13.0	20.0
Ken-L Ration Cheeseburger	Quaker Oats	15.0	13.5
Smorgasburger	Quaker Oats	11.0	12.5
Ken-L Burgers	Quaker Oats	11.0	5.5
Moist & Beefy	Quaker Oats	—	4.0
Prime/Puppy Choice	Gaines (Quaker Oats)	2.0	1.5
Ken-L Burger 'n Liver	Quaker Oats	5.1	1.0
Ken-L Burger with Egg	Quaker Oats	2.0	—
Gaines Variety/Complete	Gaines (Quaker Oats)	0.5	—
Others		31.3	49.5
Total		\$210.0	\$195.5

Canned dog food

Alpo	Alpo (GrandMet USA)	\$230.0	\$240.0
Kal Kan	Kal Kan (Mars)	155.0	160.0
Mighty Dog	Carnation	110.4	98.0
Cycle	Gaines (Quaker Oats)	70.1	72.3
Ken-L Ration	Quaker Oats	54.5	50.0
Skippy, Premium	Heinz	38.2	39.3
Grand Gourmet	Carnation	—	25.0
Recipe	Heinz	25.0	24.5
Vets	Heinz	21.2	21.5
King Kuts	Quaker Oats	—	20.0
Gravy Train	Gaines (Quaker Oats)	13.1	11.0
Cadillac	Cadillac	18.0	11.0
Strongheart	Beatrice	11.0	9.5
Twin Pet	Allied Foods	8.4	8.0
Blue Mountain	Alpo	8.0	8.0
Skippy	Heinz	8.7	7.5
Alpo Canned Puppy	Alpo (GrandMet USA)	8.2	7.5
Laddie Boy	Laddie Pet Food	5.4	5.0
Bone Appetit	Ralston Purina	1.0	2.0
Henny Pen	Allied Foods	2.0	1.5
MPS	Kal Kan (Mars)	2.0	1.0
Red Heart	Allied Foods	0.3	0.2
Tender Chunks Dinners	Quaker Oats	0.2	—
Jobo	Allied Foods	0.2	—

Brand	Manufacturer	1986	1987
Canned dog food			
(\$ in millions)			
Others		72.1	67.2
Total		\$863.0	\$890.0
Soft-dry dog food			
Kibbles 'N Bits 'N Bits 'N Bits	Quaker Oats	\$110.5	\$98.5
Tender Chops	Quaker Oats	—	30.0
Moist & Chunky	Ralston Purina	27.0	22.5
Puppy Kibbles 'N Bits 'N Bits	Quaker Oats	30.1	15.0
Dinner Rounds	Heinz	4.5	4.0
Love Me Tender Chunks	Quaker Oats	45.2	—
Jim Dandy Tender Moist Chunks	Jim Dandy	3.7	3.6
Others		—	14.4
Total		\$221.0	\$188.0

Dog treats

Milk Bones & others	RJR Nabisco	\$125.0	\$130.0
Chew-ez & others	Superior	34.0	40.0
Jerky Treats	Heinz	35.6	36.7
Meaty Bones	Heinz	27.3	26.5
Bonz	Ralston Purina	20.5	21.0
Alpo Jerky	Alpo (GrandMet USA)	12.5	13.0
Hearty Chews	Ralston Purina	5.0	12.0
Alpo Snaps	Alpo (GrandMet USA)	11.0	11.5
Snausages	Quaker Oats	12.0	10.5
Pup-peroni	Quaker Oats	4.0	10.0
Beef Bites	Alpo (GrandMet USA)	7.0	7.4
K-L-R 100% Nat Treat	Quaker Oats	—	5.0
Cheese Dawgs	Ralston Purina	—	3.0
Marrow Bones	Kal Kan (Mars)	7.4	2.0
Tasty Chunks	Gaines (Quaker Oats)	5.0	2.0
Recipe	Heinz	1.8	1.56
Say Cheese, People Crackers	Hi-Life	1.3	1.1
Others		50.6	63.3
Total		\$360.0	\$396.5

Cat food sales

Brand	Manufacturer	1986	1987
Canned cat food			
(\$ in millions)			
9-Lives	Heinz	\$257.0	\$255.0
Kal Kan	Kal Kan (Mars)	226.0	242.6
Friskies Buffet	Carnation	181.7	175.0
Fancy Feast	Carnation	127.8	138.5
Purina 100	Ralston Purina	80.5	86.2
Amore	Heinz	64.0	85.0
Puss 'n Boots	Quaker Oats	19.0	21.0
Bright Eyes	Carnation	19.0	14.5
CatVet	Ralston Purina	4.0	8.0
Unique	Ralston Purina	4.5	5.0
Tabby	Alpo (GrandMet USA)	6.1	2.0
Others		157.9	161.7
Total		\$1,147.5	\$1,195.0

Dry cat food

Cat Chow	Ralston Purina	\$155.0	\$154.0
Friskies	Carnation	90.1	91.5
Meow Mix	Ralston Purina	83.1	85.0
Crave	Kal Kan (Mars)	66.5	61.5
9-Lives	Heinz	51.0	46.4
Special Dinners	Ralston Purina	45.2	43.5
Alley Cat	Ralston Purina	35.6	43.5
Chef's Blend	Carnation	43.5	40.3
Thrive	Ralston Purina	38.2	37.0
Kitten Chow	Ralston Purina	24.3	32.0
Smart Cat	Ralston Purina	2.0	15.0
Others		115.5	102.3
Total		\$750.0	\$752.0

Moist cat food

Tender Vittles	Ralston Purina	\$125.1	\$118.3
Happy Cat	Ralston Purina	66.5	57.5
9-Lives/Tender Meal	Heinz	33.6	30.5
Moist Meals	Quaker Oats	10.2	6.4
Moist & Tender	Ralston Purina	2.8	2.6
Others		11.0	23.7
Total		\$249.2	\$239.0

Source: John C. Maxwell Jr.